09:00 – 09:20	Booth Visits and One-on-One Discussions

Emerging Technologies as a strategic enabler for the successful hosting of the FIFA World Cup 2022™

The FIFA World Cup 2022™ is seen as a catalyst for accelerating not only the growth of the local economy by providing opportunities for local businesses & companies, but also wide infrastructure and nation building projects aimed at transforming the State of Qatar into a modern state.

The role of technology in bolstering this change is indispensable. Emerging technologies are consequential in paving the way for Innovation in Fan Experience and Engagement, Stadium building at scale, Sustainability in Stadium Design and Development & Integrated Planning to deliver an amazing FIFA World Cup 2022™.

09:20 – 09:30 WELCOME ADDRESS	**Welcome Address** **SANJIV SINGH** Group Chief Strategy Officer Trescon
09:35 – 09:50 OPENING ADDRESS *(20 mins Presentation)*	**'Understanding the Supreme Committee for Delivery & Legacy's vision for implementing state-of- the-art technologies and cutting edge innovations to deliver an amazing FIFA WORLD CUP™ in 2022.** **OSCAR LIEBANA** Innovation and Technology Senior Manager Supreme Committee for Delivery & Legacy (2022 FIFA WORLD CUP™) Qatar
09:55 – 10:15 TECH TALK	**Simplifying your AI applications to drive business efficiency** **HUSAIN EBRAHIM** Solutions Architect Specialist Automation & DevOps, Nutanix, Qatar

10:20 – 11:10 **GOVT. PANEL** **DISCUSSION**	**'AI in the era of Digital Governance - to create Smart and high-performance Governments'** Artificial intelligence will likely have a substantial economic and social impact on the nation of Qatar. The public sector is seeking and finding applications to improve services; cognitive technologies could eventually revolutionize every facet of government operations. This Panel Discussion will discuss how AI currently operates in the public sector and determine what skills and resources are needed to successfully apply it. • The applications of digital transformation for Citizen Engagement, Improving Operational Efficiency & AI Strategies for Policy and Legislation • Using cognitive technologies to redesign public sector work • Critical Infrastructure protection: predicting and preventing cyber-attacks before they occur • Will A.I eliminate jobs, lead to the advent of new ones • How can we champion digital inclusion to reach a variety of customer segments in a post COVID-19 world • Robotics and cognitive automation: Shifting human labor to high-value work • What life cycle is involved in developing and maintaining an AI system • How important is it to consider data ethics when adopting AI technology • What are the sectors in govt. that AI will deeply impact *PANELISTS:* **SARAH KHALID AL-HUSSAINI** Projects Engineer, Ministry of Transport & Communication, Qatar **ANTONIO SANFILIPO** Chief Scientist and Program Research Director Qatar Foundation, Qatar **SAMER AL HATO** General Authority for Minor's Affairs, IT PMO Director/ ICT Consultant, Qatar **OTT VELSBERG** Government Chief Data Officer Ministry of Economic Affairs and Communications, Estonia

	LAILA ABDULLAH AL HADHRAMI Digital Transformation & Change Management Expert / Director Ministry of Technology & Communications MTC/ Smart City Platform, Oman *MODERATOR:* **DR. SHADHA AL AMRI** Ambassador, Smart city, Oman
11:10 – 11:35	**Networking Opportunities, Exhibition Booth Visits, One-to-one meetings**

A.I for Business: Embedding AI strategies into the heart of your business

The Implement Stage is geared towards giving senior leaders the knowledge and tools they need to turn their business strategy into reality. From scaling AI across a business to building the right team, the Implement Track gives strategists practical and explainable ideas to input into their projects.

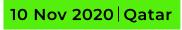|	
11:35 – 12:25 **PANEL DISCUSSION**	**'How emerging technologies are driving the growth of the startup eco system in Qatar'** • The future of Sports tech: Exploring the latest technologies in the world of Sports • Driving innovation and the growth of Qatar's start up ecosystem • How technology can enhance Fan Experience and Engagement • The role of technology in Stadium building at scale, Sustainability in Stadium Design and Development & Integrated Planning • Latest use of tech in way finding and navigation • Technology's role in accelerating Qatar's sustainability vision • Approaches to Capacity Building for future generations *PANELISTS:* **JAHONGIR BURHONOV** Vice President Business Development Qatar Financial Centre Authority, Qatar

HEBA AL MASRI
Managing Director, Qatar Sports Tech, Qatar

DR TEJINDER SINGH
CEO / Managing Partner, 360 Nautica, Qatar

RAMY ABDULZAHER
Co-Founder and COO Bonocle

RACHA ZARZOUR
Acting Chief Executive Officer, Droobi Health, Qatar

MODERATOR:

JUHA PERALAMPI
Manager, Business Incubator, Qatar University, Qatar

12:25 – 12:30	**'Powerful Behavioural Data Science'** **CHRISTOPHE BILLIOTTET** Executive Manager, ADGS, Qatar
12:30 – 13:10	**Networking Opportunities, Exhibition Booth Visits, One-to-one meetings**
13:10 – 13:30 **TECH TALK**	**'Smart Cities – Make your cities more livable'** **KHALED KAMRALDAWLA** Business Development Manager – Smart Cities Axis Communications, Middle East
13:35 – 14:05 **TECH TALK**	**AI for grown-ups** When more than 50% of all analytical models developed never make it into production, what can you do to improve the odds? Are you looking to scale your analytics, to inject

analytical insight into every business decision and customer touch point, to quickly adapt to fast-changing market conditions and business needs, deploying analytical models in production in a matter of days, rather than months? Shift into first gear and join this session to learn how successful organizations are using ModelOps to industrialize their analytics for speed, volume, repeatability, and reliability, with a streamlined analytic lifecycle and effective collaboration across teams.

OLIVIER PENEL
Data & Analytics Strategic Advisor, SAS, United Kingdom

AI in Banking and Finance

Qatar's consumers are now willing to allow banks to share data for Open Banking-based services – but privacy objections must be overcome for wide adoption. New research from Unisys Corporation into Qatar's banking industry revealed that domestic consumers are willing to embrace new bank services based on emerging technologies such as artificial intelligence (AI) and machine learning.

Studies show that Qatar's bank customers now have a strong appetite for tech innovations to enable digital bank services – depending on the type of transaction.
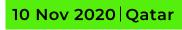
It is said that 52 percent of Qatar's consumers are comfortable with their bank using algorithms to enable online transactions, where AI plays a major role in the process

14:10 – 14:55 PANEL DISCUSSION	**'How AI is shaping up the Banking & Finance Industry'** • Future of Open Banking in Qatar • Is Qatar ready to take the 'Phygital' leap to exploit the FinTech revolution • Safeguarding and building the Digital trust • The emergence of virtual banks with their ground-breaking business models • Framework and Policies • Digital lenders to disrupt the predominant banking system • Transformational change and the roadmap to successful technology adoption during COVID 19 • What are the biggest technology challenges facing banks and asset manager

- Understanding AI's integral role in detecting fraud
- Better Customer Behavioral Pattern
- Deep Diving into AI's role in Insurance
- The future of Artificial Intelligence in asset management

PANELIST:

SHAHID A. SYED
Head of Transaction Banking & Innovation, Dukhan Bank, Qatar

HAMAD AL-QAHTANI
General Manager, Qatar Development Bank (QDB) & Qatar Business Incubation Center (QBIC), Qatar

SAHEEM MOHAMMED IBRAHIM
Head - IT Service Management & Governance, Doha Bank, Qatar

SREEJITH SURENDRAN
Chief Delivery Officer, Beinex

MODERATOR:

MARIA MINARICOVA
Director of Business Development
Fetch.ai
United Kingdom

15:00 – 15:15 **KEYNOTE**	**'How AI facilitating quality work at the BMW Group'** **MATTHIAS SCHINDLER** Head of Artificial Intelligence Innovation BMW Germany
15:15 -15:40	**Networking Opportunities, Exhibition Booth Visits, One-to-one meetings**

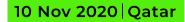| 15:40 – 15:55 KEYNOTE	**Ethical Framework for Responsible AI** **VIRGINIE MARTINS** Ethical AI & SDG Expert, European Union, Belgium
	The role of AI in Critical Infrastructure Advancement: The development of today's critical infrastructure is increasingly dependent on smart technology and interconnection of networks. This introduces many vulnerabilities to cyber threats with potentially severe impacts. Artificial Intelligence (AI) is redefining critical infrastructure sectors. These technologies that can offer and use human-like intelligence to mitigate risks and keep processes running.
16:00 – 16:45 PANEL DISCUSSION	**'Assessing the sectors in Critical Infrastructure where AI/ML has caused a Disruption'** This panel will discuss how several sectors are utilizing artificial intelligence and other new technologies to enhance wellbeing, service delivery, and corporate governance, in addition to widening the preventive and precautionary measures for the safety of the citizens. • Transformational change and the roadmap to successful technology adoption during COVID 19 • Critical Infrastructure protection: predicting and preventing cyber-attacks before they occur • Will A.I eliminate jobs, lead to the advent of new ones • The future of autonomous aviation • How can we champion digital inclusion to reach a variety of customer segments in a post COVID-19 world • What are the sectors in govt. that AI will deeply impact • AI and Big Data – are they distributing public transport • AI Solving Urban Challenges: Mobility, Water Management and Energy • Leveraging AI for Management, Population Health Management • AI will simplify Data integrity: Benefits for Critical Infrastructure functions

PANELISTS:

DR. NIZAR ZORBA
Professor, Qatar University, Qatar

CHRISTELLE BOURDEU
Head of AI, Airbus, France

MERAJ KHAN
Business Development Manager, Axis Communications, Middle East

RAVINDER PAL SINGH
Chief Information and Innovation Officer, TATA SIA Airlines Ltd, India

DR BIJAN PIO MAJIDI
Program Director, Bahrain Smart City Society, Bahrain

MODERATOR:

ASHI HOSEINI
Member of Advisory Board
Airline/Aviation Consultant and Digital Transformation, Sweden

16:45 – 17:30	**Networking Opportunities, Exhibition Booth Visits, One-to-one meetings**